



MARKETING RESOURCE GROUP

ADVERTISING ORDER

Agency / Billing Address  
Marketing Resource Group, Inc.  
225 S. Washington Square  
Lansing, MI 48933  
Ph: (517) 372-4400  
Fx: (517) 372-4045

Media Buyer Contact Information  
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Advertiser: Michigan Republican Party  
Job Number: 12-MRS-976  
Flight Dates: 11/2/12 - 11/5/12

HDG3 Issue										Friday - Sunday				Monday			
DMA		Station	Network	Affiliation	Days	Daypart Start	Daypart End	Program Name	Rate :30 Spot	Rate Type/Class	November 2 - 4		November 5		Total Gross		
											Spots per Week	Cost per Week	Spots per Week	Cost per Week	Spots per Flight	Cost per Flight	
Grand Rapids-Kalamazoo	WOTV	ABC	ABC	MON-FRI		9:00 AM	10:00 AM	TRISHA GODDARD	\$ 75.00	ISSUE UPDATED 10/24	1	\$ 75.00	1	\$ 75.00	2	\$ 150.00	
Grand Rapids-Kalamazoo	WOTV	ABC	ABC	MON-FRI		10:00 AM	11:00 AM	WENDY WILLIAMS	\$ 75.00	ISSUE UPDATED 10/24	1	\$ 75.00	1	\$ 75.00	2	\$ 150.00	
Grand Rapids-Kalamazoo	WOTV	ABC	ABC	MON-FRI		1:00 PM	2:00 PM	THE CHEW	\$ 300.00	ISSUE UPDATED 10/24	1	\$ -	1	\$ 300.00	1	\$ 300.00	
Grand Rapids-Kalamazoo	WOTV	ABC	ABC	MON-FRI		5:00 PM	6:00 PM	DR OZ	\$ 100.00	ISSUE UPDATED 10/24	1	\$ 100.00	1	\$ 100.00	2	\$ 200.00	
Grand Rapids-Kalamazoo	WOTV	ABC	ABC	MON-FRI		11:00 PM	11:35 PM	EXTRA	\$ 150.00	ISSUE UPDATED 10/24	1	\$ 150.00	1	\$ 150.00	2	\$ 300.00	
Grand Rapids-Kalamazoo	WOTV	ABC	ABC	SAT		8:00 AM	9:00 AM	GOOD MORNING AMERICA	\$ 200.00	ISSUE UPDATED 10/24	1	\$ 200.00	1	\$ -	1	\$ 200.00	
Grand Rapids-Kalamazoo	WOTV	ABC	ABC	SUN		8:00 AM	9:00 AM	GOOD MORNING AMERICA	\$ 200.00	ISSUE UPDATED 10/24	1	\$ 200.00	1	\$ -	1	\$ 200.00	
Grand Rapids-Kalamazoo	WOTV	ABC	ABC	SUN		11:00 PM	12:00 AM	EXTRA WEEKEND	\$ 100.00	ISSUE UPDATED 10/24	1	\$ 100.00	1	\$ -	1	\$ 100.00	
WOTV Total											7	\$ 900.00	5	\$ 700.00	12	\$ 1,600.00	

NET TOTAL COST \$ 1,360.00

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